



# A STUDY ON THE IMPACT OF SERVICE QUALITY IN EPF

SYARATUL AIN BINTI ABD AZIZ  
2006115127

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDAR MELAKA

NOVEMBER 2008

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDAR MELAKA**

#### **“DECLARATION OF ORIGINAL WORK”**

I, Syaratul Ain bt Abd Aziz, (2006115127)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

## **LETTER OF SUBMISSION**

-- November 2008

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Universiti Teknologi Mara  
Kampus Bandar Melaka  
Melaka

Dear Miss,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "A STUDY ON THE IMPACT OF SERVICE QUALITY IN EPF" to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank You.

Your sincerely,

SYARATUL AIN BT ABD AZIZ  
2006115127  
Bachelor of Business Administration (Hons) Marketing

# **LIST OF CONTENTS**

## **ABSTRACT**

## **ACKNOWLEDGEMENT**

## **CHAPTER 1 : INTRODUCTION**

1.0	Introduction	1
1.1	Background of Study	1
1.2	Background of Company	2
1.3	Problem of Statement	5
1.4	Research Questions	6
1.5	Research Objectives	6
1.6	Significant of Study	7
1.7	Hypothesis	8
1.8	Scope and Coverage	9
1.9	Time Frame	9
1.10	Definition of Terms	10
1.11	Limitation of Study	12

## **CHAPTER 2 : LITERATURE REVIEW**

2.0	Literature Review	13
2.1	Introduction	13
2.2	Service Quality	13 – 46

## **ABSTRACT**

This research paper is study on the impact of service quality in Employees Provident Fund (EPF) at Jalan Raja Laut, Kuala Lumpur and the purpose of this study is to measure the level of satisfaction of customers towards EPF services. This study also will identify the overall service quality level that customer perceived when they doing any transaction with EPF. A total of 50 respondents were selected to answer questionnaires and the findings can be concluded to identify the level of satisfaction of customer perceived and how the organization should improve their services.